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TO:	FROM: Kent J. Sieffert
COMPANY: USPTO	DATE: DECEMBER 31, 2007
FAX NUMBER: 571-273-8300	TOTAL NO. OF PAGES INCLUDING COVER: 23
PHONE NUMBER:	SENDER'S REFERENCE NUMBER: 58594US002 (1004-071US01)
RE: Response to OA dated October 1, 2007	APPLICATION SERIAL NUMBER: 10/717,398

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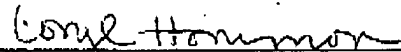
PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Robert A. Loe Confirmation No. 7478  
Serial No.: 10/717,398  
Filed: November 19, 2003 Customer No.: 32692  
Examiner: Freda Ann Nelson  
Group Art Unit: 3628  
Docket No.: 58594US002  
(1004-071US01)  
Title: METHODOLOGY FOR EVALUATING RETURN ON REUSABLE  
DIGITIZED ASSET

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CERTIFICATE UNDER 37 CFR 1.8 I hereby certify that this correspondence is being transmitted via facsimile to the United States Patent and Trademark Office on December 31, 2007.

By:

  
Name: Cary L. Harriman

Mail Stop Amendment  
Commissioner for Patents  
Alexandria, VA 22313-1450

Sir:

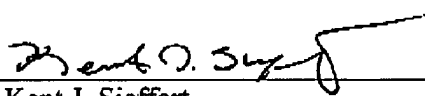
We are transmitting herewith the attached correspondence relating to this application:

- ☒ Transmittal sheet containing Certificate of Mailing  
☒ Amendment (21 pgs.)  
☒ No additional fee is required

Please apply any charges not covered, or any credits, to Deposit Account No. 50-1778.

Date:  
December 31, 2007

By:

  
Name: Kent J. Sieffert  
Reg. No.: 41,312

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PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Robert A. Loe	Confirmation No.	7478
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Filed:	November 19, 2003	Customer No.:	32692
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Title:	METHODOLOGY FOR EVALUATING RETURN ON REUSABLE DIGITIZED ASSET		

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## AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed October 1, 2007, the period of response for which runs through January 1, 2008, please amend the application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.